This paper presents a study on the competitive potential of film-induced tourism in Brazil. To this end, its study object was the influence of the animated film Rio (2011) in shaping the image of the city of Rio de Janeiro regarding the domestic tourist. The film is reinforcement tools that can influence the choice of a tourist destination and through it raise the demand for sites that previously did not have tourist visibility. This activity brings a change in the way films are experienced. Brazil has been the scene of several national and foreign films, mainly in the city of Rio de Janeiro, however, there are not many studies and based scripts in this segment of tourism. The methodology used for this study was a descriptive and exploratory research with the application of 105 questionnaires that allowed identifying the projected image of Brazil, specifically the city of Rio de Janeiro, for the Rio film. It was concluded that both positive and negative aspects are introduced by this experience.

KEY WORDS: Film-induced tourism, image, tourism, Rio de Janeiro.